

## PAIGE SALES COMPANY HERE

Concern Formerly Located at Albuquerque Takes on New Territory.

The Paige Sales and Service company, distributors for Paige cars and trucks, will establish headquarters in El Paso next week.

This company was formerly located at Albuquerque, N. M., with the same line and in addition in New Mexico it has secured the west Texas territory.

The company has leased the salesroom and service station at 178 Montana street.

Mr. Allen, one of the members of the company, was in El Paso Saturday and stated that his firm had a complete line of passenger cars and trucks on route from the factory which was expected to reach here not later than December 12.

Giordano Burns was the first man to understand that all the stars were sons.

## Roads Needed To Withstand Heavy Traffic

Thus Possibilities of Motor Trucks as Carriers May Be Realized.

"America needs not only more and more improved highways that will make possible the motor truck in the transportation field may be fully realized, but America needs and should build upon better highways, roads built for heavy traffic," according to E. A. Williams, Jr., of the Garfield Motor Truck company.

"One of the lessons America learned from the world war was the great, undeveloped field open to the motor truck. We had known that, of course, but it remained for the war to bring it home forcibly to every man, woman and child in the country."

"Another lesson learned from the war has been in the matter of good, substantial roads. It has been truly said, I believe, that France was saved by her roads. And everyone knows who has been in France that the

## AUTO HEATERS ARE POPULAR

Soon May be Considered as Essential Equipment as Starters.

One of the outstanding features of motor car production this season is the trend toward auto heaters. Twenty motor car manufacturers are equipping all or part of their lines of closed cars with these heaters.

This may be regarded as an indication that before long a heater will be considered as a necessary part of standard equipment to the same extent as the starter.

Comfort being one of the principal features of the owner's interest, car heaters are certain to have a strong appeal to car owners and influence their decision in purchasing a car.

Closed cars particularly have always been sold on the basis of comfort and all year use. Inasmuch as warmth is essential to comfort in fall and winter the argument is advanced that a non-heated automobile is very much like a house without a furnace and depends only on its walls and roof for protection.

roads were of too light construction to stand the heavy traffic that went along them.

"The result was a breaking down of the road, not seriously enough to interfere with traffic, but bad enough to make the going hard. France had built her roads without vision, without looking ahead to the days when great fleets of automobiles, heavy wagons and heavily loaded trucks would be plying them. As a result, French roads in the heavy traffic zone need a great deal of attention."

"And through the study of roads that this has occasioned, I believe I am safe in saying that of all vehicles that use the highway the motor truck probably causes the least damage in proportion to the service it renders—that is when roads that have been properly constructed."

EL PASO GOES TO TUCSON FOR CALUMET OIL COMPANY

W. E. ("Dick") Bine, of the Calumet Oil company, well known El Paso oil man, has been transferred to Tucson, Ariz., where he will be in charge of the Calumet Oil company's sales in Arizona.

## El Paso Best Jobbing Area In Southwest

Most Economical Distributing Point in Large Territory.

El Paso is the logical, as well as the most economical distributing point for the southwest, according to Harry Cool, president and general manager for the Tri-State Accessories corporation, of this city.

In an interview yesterday, Mr. Cool said:

"El Paso jobbers and merchants do not seem to realize the wonderful possibilities of El Paso. The location is ideal to make it the distributing point of the entire southwest. Ninety percent of freight going to the Pacific coast passes through El Paso, the reason being that our altitude is only 3,700 feet, whereas the nearest pass through the mountains between here and Canada is more than 9,000 feet, making it very costly to haul freight over such a heavy grade."

"It is an undeniable fact that Arizona is trading principally with California. This is due to the fact that the different kinds of merchandise for the different kinds of merchandise from California, the freight travels 1200 miles further than if purchased in El Paso, as it has to travel over the same track 600 miles. This means additional cost that must be accounted for by the jobber or the dealer. In purchasing from El Paso, it means a direct shipment without having to retrace any steps."

"I recently made a trip through Arizona, covering every town of importance, and talked with all dealers handling our line of goods with the object of finding out the attitude of the dealers towards El Paso as their distributing point."

"Without an exception, all dealers expressed a desire to do business in El Paso providing they could obtain the goods; but stated that they never had been able to in the past, and hesitated to place confidence in us."

"Now, in order to get this business, the jobber must re-educate Arizona and New Mexico, but before attempting to obtain this business, he must maintain a stock that will meet their demands. A company who sends out salesman and takes orders, and then back orders most of his shipment is a poor business element for El Paso, and besides loses his profit. I speak principally of the automobile accessories business."

Master Mark Up President.

"A merchant who asks for business and then cannot back it up with inventory and first class merchandise is El Paso's worst enemy. Los Angeles, Denver and Dallas jobbers are sending their salesmen to the very doors of El Paso and securing a big volume of business that is rightfully ours."

"We want this business—we mean lots of money to us, but in order to get it we must carry a complete line if we are to compete with the jobbers in the cities westward."

"I have just returned from Chicago, where I attended the annual business meeting and assembly of the Automotive Equipment association. I found conditions in all lines extremely prosperous. There seems to be a general wave of prosperity overrunning the whole country. The demand is all time is greater than the supply with a tendency to advance prices in all lines, especially those containing metals."

"This wave of prosperity will not last indefinitely, and a reaction may set in at any time, bringing about a reverse of present conditions. Now is the time to concentrate efforts as much as possible, and gain the benefit of present conditions."

## - Motor Sparks -

R. B. WEDER, of the household appliances company, left last Tuesday for St. Louis, Mo., where he spent Thanksgiving with his family.

W. E. Pothol, former owner of the Mission garage, has taken over the Mills and Campbell streets corner of the garage, which, after renovating and repairing, he will utilize as a tire service station for the Goodyear Tire and Rubber company.

E. R. Means, of the Fletcher-Means company, spent his Thanksgiving in Austin, Texas. His former states that Austin holds a great attraction for Mr. Means.

J. W. Kirkpatrick, of the Tri-State Tractor company, has returned from a trip to Amarillo and Oklahoma City. Mr. Kirkpatrick states that the tractor business is on the increase in that territory.

The Tri-State Motor company is looking for a large shipment of Ford closed cars this week. It has been some time since this concern has received any of these models and orders which have been standing for some time will be filled.

M. F. Schneider, formerly a lieutenant in the coast guard of engineer in the United States army air service, is now with the Calumet Oil company at El Paso as a lubrication specialist.

Arthur L. Behringer, formerly of the Perry Auto and Tractor company at Houston, is now with the Calumet Oil company at El Paso.

J. L. Bogue, local agent for the Chevrolet, has just heard from his brother, Lieut. A. P. Bogue. The lieutenant who is a member of the 1st Air Corps is with a detachment of the American army in Poland. He states that he is in charge of the Polo team there and when the letter was written, October 17, 1919, he expected to be back in El Paso by Christmas.

W. A. Cooke, manager of the Garrett Motor Car company, has accepted an invitation from the Indiana Truck corporation to be the company's guest at the convention to be held in South Bend, Ind., December 11 to 12.

The Lone Star Motor company are staging a mammoth sale of used cars next week. They have on exhibition on their second floor several models of practically all of the well known makes.

The Borderland Automobile Supply company anticipates moving into their new building at the corner of Texas and St. Vrain streets about December 15.

L. C. Roschell has been appointed sales manager for the Goodyear Tire and Rubber Co. with offices at the factory, Akron, Ohio.

CONDEMNED CARS SOLD AT CAMP HOLABIRD FOR \$12,000. The first sale of condemned government motor cars took place recently at Camp Holabird near Baltimore. The result of the sale netted the United States \$12,000.

Woman is a subject never mentioned in Morocco. It would be a terrible breach of etiquette to ask a man after his wife or wives.

## THE NEW SERIES HAYNES SEDAN—A GRATIFYING PRODUCTION

A SEDAN car must express the taste and position of its owner. We ask you to note the quiet elegance of the new series Haynes Sedan. Not only does it manifest the standards that the Haynes organization, makers of America's first car, have maintained for over a quarter of a century, but it has an individuality that is a credit to the personality of its owner.

Strength, beauty, power and comfort—these are the four prime factors of car-character. They are deftly combined in the new series Haynes. Engine, chassis, body, every detail of exterior and interior—all these speak convincingly of the lessons acquired in the twenty six years of the Haynes.

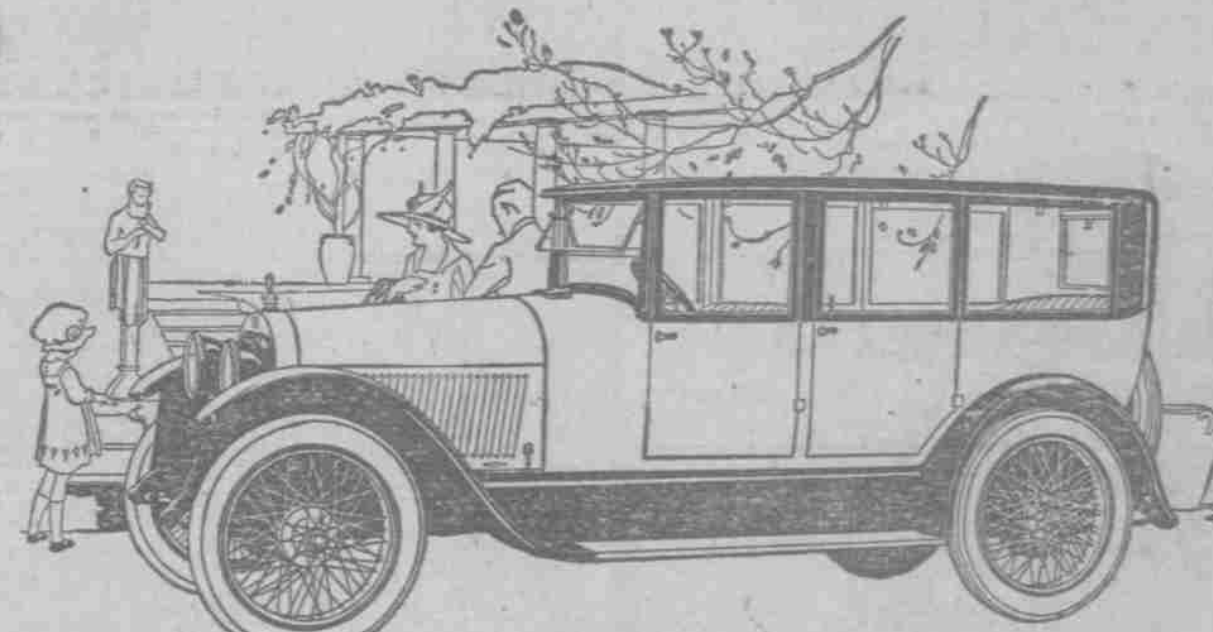
Today the Haynes is demanded as never before. We will do all we humanly can to meet your wishes as to date of delivery. To avoid delay in receiving your new Haynes, may we ask you to be prompt in giving us your reservation?



Quietly convenient, useful features, are yours in the new series Haynes model closed cars. Haynes means of detail throughout and a latest styling mark these in every creation of the coach build and art. The series cost is solid machinery and trimmed in dull finish skins.

West Texas Motor Co.  
601 Montana St. Phone 4243

It Will Be a Very Merry Christmas For Milady to Find a New Haynes Series Sedan at Her Door



NEW SERIES HAYNES SEDAN

## Executive Personnel In Charge Of The Willys Activities Announced

The executive personnel which will direct the financial and industrial activities of the Willys corporation for the ensuing year has been announced by John N. Willys, president.

In addition to president Willys, the officers are J. R. Harbeck, vice president in charge of New York executive office; C. O. Miniger, vice president in charge of electric auto line division operations; J. Allen Smith, vice president in charge of new accessories and operations; Jay V. Hall, vice president in charge of motor car production; H. P. Decker, treasurer; and C. B. Harbeck, secretary.

The board of directors is composed of John N. Willys, Edward F. Swift, F. S. Wheeler, J. R. Harbeck, Charles Stollberg, C. O. Miniger, J. Allen Smith, Jay V. Hall, C. B. Harbeck and J. E. Kappert.

The corporation's major operations, the building of a new light six cylinder motor car at its recently acquired plant in Elizabeth, N. J., will be under the executive charge of J. R. Harbeck.

W. S. Livesey, President. Judge W. T. Carlton & Petty, Attorneys.

## Little Motor Kar Co.

Capitalization \$3,000,000. Fully Paid and Non-Assessable.

Dallas, Texas. Factory Grand Prairie, Texas.

\$10

Will buy you FIVE SHARES GROUND FLOOR SECURITIES in the Little Motor Kar Company NOW—After December 23rd five shares will cost YOU \$20. Act Now!

BETTER VISIT COMPANY'S PLANT AT GRAND PRAIRIE—SEE FOR YOURSELF—THINK FOR YOURSELF—INVEST FOR YOURSELF.

\$2 Per Share NOW—\$4 Per Share Dec. 23

## LEASES Homer-Bull Bayou

Some one has said buying oil leases in Louisiana Oil Fields NOW is like putting your money in the Bank of England.

Compare our price with others — we are in daily wire communication and have a scout in the field.

## Dunbar & Company

BRONKERS El Paso, Texas.

See M. C. Barnard. Charge Lease Department.

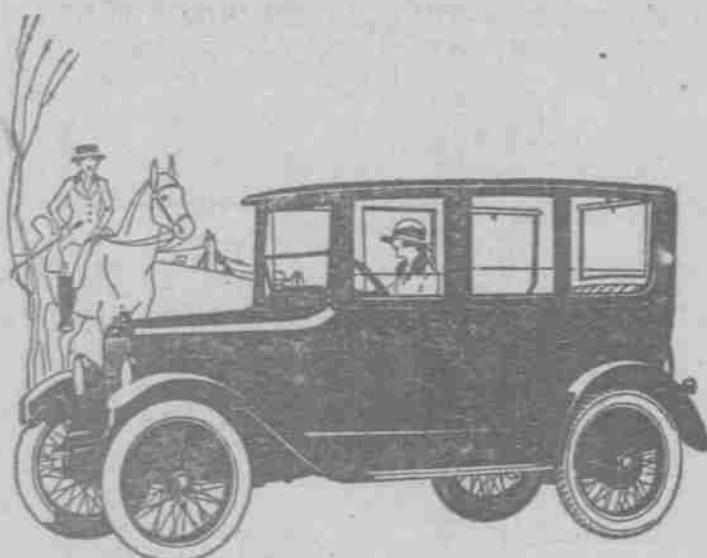
TRY THE HERALD WANT ADS



## New Riding Qualities

THE Three-Point Suspension Springs of the Overland 4 Four-Door Sedan shield not only passengers but car mechanism and car body as well from the usual jolts and racks of the road.

They permit, with complete comfort to passengers, the great economy of a light chassis and a light sedan body out-weighting the touring car only 200 pounds.



## EL PASO OVERLAND COMPANY

DISTRIBUTORS

Phones, Sales Dept. 170; Parts Dept. 4112.

Boulevard and Kansas St.

Prices Subject to Change Without Notice.